

Communicating Nature: How We Create and Understand Environmental Messages

by
Julia B. Corbett

- A
- ABC theory, 79–80
- Abundant Wildlife Society, 275
- Adversaries, in image and advocacy advertisements, 265
- Advertisements
- advocacy, 158, 265
 - animals in, 206–8
 - Canada Adventure Journal, 138
 - Chevrolet, 168, 173–74
 - Citibank, 170
 - with combined appeals, 154
 - cultural power of, 164–66
 - and disconnection from nature, 172–73
 - Ford, 269
 - image, appeals made by, 265
 - image and advocacy, 265
 - L.L. Bean, 87
 - nature-as-backdrop in, 148
 - as pop culture messages, 147–48, 204
 - power of, 171
 - purpose of, 165–66
 - role of, in materialistic lifestyle, 175
 - Shell, 264
 - the sublime in, 167–71
 - taming nature in, 169
 - types of, featuring nature, 149–54
- Advertising
- business of, 158–63
 - and capitalist economy, 159, 174–75
 - defined, 149
 - and education, 162–63
 - environmental advocacy in, 153–54
 - environmental claims in, 157–58
 - gender and, 207–8
 - green, 150–58, 266
 - narcissism in, 166–67
 - and nature, 9
 - and news media, 204, 228–29
 - psychology in, 163–74
 - and religion, 160–61
 - sleeper effect in, 171–72
 - truth in, 154
- Advocacy advertisements, 158, 265
- Advocacy communication, 278
- Aesthetics, preservationism and, 35–36
- Age, and attitudes toward animals, 190–91
- Agenda setting, by news media, 218
- Allen, Paula Gunn, 50
- Alliance for Environment and Resources, 275
- Altruistic values, and behavior, 74, 82
- American Council on Science and Health, 275
- American Enterprise Institute, 262
- American Petroleum Institute, greenwashing by, 270
- Anderson, Ray, 252
- Androcentricism, 46
- Animal-human relationships, 50, 178–79, 192
- Animal-human similarities, 200
- Animal knowledge, 191–92
- Animal rights, 38–39, 199–203, 209–10
- Animals
- see also individual species*
 - in advertisements, 149–50, 165, 206–8
 - anthropomorphization of, 133, 195–99
 - attitudes toward, 183–87, 189–91, 195, 200–201
 - contact with, 181–82
 - display of, 210–11
 - duties toward, 199–201
 - ethical relations with, 199–203
 - good vs. bad, 192–95
 - human preferences for, 193, 194, 194
 - killing of, 188–89
 - media messages and, 204–8
 - in nature-based movies, 133–34
 - pop culture messages and, 176–78
 - portrayals of, 207
 - qualities of, 200
 - significance of, to humans, 181–82
 - skills and abilities of, 182
 - spokespeople for, 205

Communicating Nature: How We Create and Understand Environmental Messages

by
Julia B. Corbett

- Animals (*Continued*)
as symbols, 179–82
value orientations toward, 190
wild, 179
Animal Welfare Act, 203
ANR. *see* Audio news releases (ANRs)
Anthropocentrism, 27–28, 55–56, 185–86, 239
Anthropomorphism, 2, 195–99
Appropriation of nature by industry, 97–98, 171–72
Aristotle, on leisure, 110
Asymmetrical communication, 257–58
At-homeness, 17
Attitudes
and behavior prediction, 72–76
defined, 58, 73
influences on, 69–70
measurement of, 68–69
and message reception, 70
personal experience and, 69–70
public opinion research on, 60
toward animals, 183–87, 189–91, 195, 200–201
Audio news releases (ANRs), 271
Audubon Society, 185, 288, 294
Automobiles, and tourism in nature, 141–43
Automotive industry, 261–62
see also specific automotive corporations
- B**
Babbitt, Bruce, 187
Bald eagles, in green image advertising, 152
Banana republic, 321n29
Bandwagon effect, 218
Barnum, P. T., 255
Bartholomew I, 34
Beauvoir, Simone de, 46
Bedlam, as zoo, 209
Behavior
approaches to changing, 81–83
built environments and, 79
environmental belief systems and, 29–30
- Behavior (*Continued*)
environmental knowledge and, 66–68
planned, theory of, 76
prediction of, 72–76, 78–80
pro-environmental, 70–72, 78
routine and, 80–81
self-interest and, 82, 311
self-reports about, 68–69
values and, 73–74, 82
Beliefs, defined, 58, 73
Berger, Arthur A., 95
Bernays, Edward, 257
Biocentric value orientation, 44, 70
see also Ecocentrism
Biological essentialism, 47
Bioregionalism, 19
Bioregional quiz, 20
Blame shifting, as public relations strategy, 267
Blue Ridge Parkway, 143
Bluewater Network, 267–68
Bonner & Associates, 276, 294
Bookchin, Murray, 45–46
Bottled water, 7
British Columbia Forest Alliance, 260
British Petroleum (BP),
greenwashing by, 268–70
B-roll video, 222, 297
Brundtland Report, 33
Buddhism, 52, 54
Budweiser, and green image advertisements, 152–53
Built environments, and behavior, 79
Bureau of Biological Survey, 185
Burke, Edmund, 242
Burston Marsteller, 259–60
Bush, George W., 31
Business Roundtable,
greenwashing by, 273
Buying, reasons for, 98–100
Buyosphere, development of, 93–98
- C**
Calvin, John, 95–96
Camping, 141–42
Canada Adventure Journal
advertisement, 138

Communicating Nature: How We Create and Understand Environmental Messages

by
Julia B. Corbett

- Capitalist economy, 45, 159, 174–75
Carson, Rachel, 296
Cartoons, 66, 94
Cell-based life, 39
Center for Media and Democracy, 271
Challenger frames, 239–40, 240–41
Chemical Manufacturers Association, 272–73
Chevrolet advertisements, 168, 173–74
Chevron ad campaigns, 264–66, 270
Ch'i, in Chinese philosophy, 53–54
Childhood, and nature, 14–16
Children, and attitudes toward animals, 191
Child schema, 195–96
Chinese philosophy, nature in, 53–54
Christians, fundamentalist, 31
Christian stewardship, 34
Circles, in Native American ideologies, 49
Citibank advertisement, 170
Citizens for Sensible Energy Choices, 275–76
Citizens for the Environment, 275
Citizenship, corporations and, 253
City Creek, 1, 3
City Creek Park, 1–2, 119
"Climate Resolve" campaign, 273
Clinton, Bill, 187
Coca Cola Company, 263
Code for Corporate Citizenship, 253
Colborn, Theodora, 301–2
Commercial systems, public relations and, 250–52, 278
Commodification of nature
by industry, 97–98, 146, 148, 171–74
and leisure, 109, 111–13, 121–25
Communication
about the natural world, 6–7
advocacy, 278
asymmetrical, 257–58
partial-success outcomes in, 304–5
Communication (*Continued*)
tactics, 291–304
as tool for social change, 280, 306–11
Community structure and self-interest, 233–35
Community Supported Agriculture (CSA), 19
Conflict, news media and, 242, 298, 304
Connectedness, 53–54, 309–10
Conservationism, 28, 31–35, 43–44
Conspicuous consumption, 99
Consumer culture, 93–95
Consume/recycle cartoon, 94
Consumerism, 99–102, 143, 162–63, 175
Consumers Union, 162–63
Consumption, 85, 92–102, 107–8, 111–12
Continuity, in Eastern traditions, 53–54
Contract with America, 282
Corporate form, 253
Corporation, The (movie), 259
Costner, Kevin, 186
Cougars, 189
Coyotes, 184–85, 189, 194
Created events, 228
Cronon, William, 4–5
CropLife America, 274
Culture, and nature, 4–6, 20–24

D
Dances with Wolves (movie), 133
Darwin, Charles, 200
Davies Communication, 276–77
"Death of Environmentalism, The" (Shellenberger and Nordhaus), 307
Deep ecology, 43–45, 52–53
Democratic systems, 285
Demographic factors
and animal knowledge, 192
and attitudes toward animals, 189–91
and environmental attitudes, 62–63
environmental protection and, 323n43

Communicating Nature: How We Create and Understand Environmental Messages

by

Julia B. Corbett

- Devall, Bill, 44
Direct action, 300–302
Direct mail, in member communication, 294
Disney, and leisure in nature, 121–25
Dissatisfaction, nurtured, 96–97
Dogs, 193–94
Dominant social paradigm, 282–83, 284
Douglas, Mary, 99–100
Dowie, Mark, 305
DuPont, 260
- E
- Eagles, 194
Earth Day, 65–66
Earth First!, 44, 302–3
Eastern belief systems, 29
Eastern traditions, 51–55
Ecocentrism, 27–28, 50, 56, 70, 185
Ecofeminism, 46–48
Ecological sensibility, 41–43
Eco-Marxism, 45
Economic costs, capitalism and, 45
Economic indicators, 251
Ecotourism, 144–45
Education
 advertising and, 162–63
 and attitudes toward animals, 189–90
 environmental, 19, 208–11, 297–98
 and SEMS, 270
Egoistic value orientation, 70
Eisenhower, Dwight, 252
Elephants, 194
Emerald Forest, The (movie), 132
Endangered Species Act, 38, 187, 203, 274
Enlightened self-interest, conservationism and, 33
Entomophobia, 195
Environment, cultural concept of, 4, 6
Environmental activism, as pro-environmental behavior, 71
Environmental advocacy, in advertising, 153–54
Environmental attitudes, 58–66
Environmental awareness, 58–59
Environmental belief systems and behavior, 29–30
 childhood experiences and, 13–16
 European colonizers and, 23–25
 historical and cultural context for, 6, 20–24
 as ideology, 12–13
 sense of place and, 16–20, 25
 spectrum of, 55–56
Environmental change, 10–11, 280–81, 306–11
 see also Social change
Environmental communications, 2–3, 8
Environmental consequences of work, 104–5
Environmental Conservation Organization, 283
Environmental education, 19, 162–63, 208–11, 297–98
Environmental groups
 communication lessons for, 288–91
 communication with members, 293–97
 communication with news media, 297–304
 formal/institutional, 287–88
 informal/grassroots, 286–87
 and information subsidies, 221–22, 303–4
 media campaigns by, 301
 as news sources, 217
 and political climate, 305
 and public relations, 278, 296–97
Environmental ideologies
 belief systems as, 12–13
 defined, 26
 of European colonizers, 22–23
 of medieval Europeans, 21–22
 of Native Americans, 20–21
 spectrum of, 26–30
Environmentalism
 as label, 59
 politics and, 33
 reformist, 41
Environmental journalism, 216–20

Communicating Nature: How We Create and Understand Environmental Messages

by
Julia B. Corbett

- Environmental knowledge, 66–68, 290–91
- Environmental lifestyle, consumerism and, 93
- Environmentally responsible behavior (ERB), 81–82
- Environmental movement, partial success for, 304–6
- Environmental paradigms, 282–84
- Environmental protection advocates, 323n43
- Environmental Protection Agency (EPA), 274
- Environmental stories
community structure and, 233–35
construction of, 229–30
event-driven news vs., 224
framing of, 236–41
news media and, 216–22
and news values, 227–28, 298
sources for, 232–33
- Environments, and behavior, 79
- Environments, themed, 124–25
- EPCOT (Experimental Prototype Community of Tomorrow), 122–23
- Essentialism, ecofeminism and, 47
- Ethics
and duties, 42–43
and ideologies, 28, 37–40
land-based, 39–40
Protestant work ethic, 96
relational, 47
in relations with animals, 199–203
- European colonizers, and environmental belief systems, 23–25
- Events, influences of, 69–70, 224, 228–29
- ExxonMobil, 262, 267
- F
- Fairness, in news stories, 226–27
- Fairness to Land Owners Coalition, 283
- Federal Trade Commission (FTC), 157–58
- Feminism and ecofeminism, 46
- Fenton Communication, 301
- FernGully: The Last Rainforest* (movie), 133–34
- Fetzer Vineyards, 252
- Field of significance, 181–82
- Financial resources, and news publicity, 254–55
- Fjellman, Stephen M., 122–23
- Fly Away Home* (movie), 131
- Ford, 267–68, 269
- Fortune 500 companies, 254
- Frames. *see* News frames
- Friedman, Milton, 252
- Friedman, Sharon, 220
- Front groups, 275–77
- Futrell, J. William, 305
- G
- Gaia, 47–48
- Gallup Earth Day Poll, 65–66
- Game animals, 205
- Gatekeeping studies, 225–26
- General Motors, 273–74
- General Social Survey, 65
- Genuine Progress Indicator, 251
- Gillett Amendment, 271
- Global climate change, 11, 260–62
- Global Climate Coalition, 261–62
- Going Green* (Harrison), 263
- Government Accountability Office (GAO), 272
- Government agencies
see also specific government agencies
environmental philosophy of, 249
and information control, 259
policies of, and behavior, 78
and public relations, 249–50, 264
spokespersons as news sources, 231–33
and VNR production, 271–72
- Grassroots groups, 286–87
- Grassroots groups, fake, 275–77
- Green advertising, 150–58, 252, 266
see also Greenwashing
- Green communication, 306
- Green Forest products, 150–52
- Green Life, The, 267–68, 273, 276
- Greenpeace, 294, 302

Communicating Nature: How We Create and Understand Environmental Messages

by
Julia B. Corbett

- Green spin, 254–55, 262–70, 277–78
- Greenwash awards, 267–68, 273, 276
- Greenwashing
- British Petroleum (BP) and, 268–70
 - Business Roundtable and, 273
 - defined, 263
 - in ecotourism, 145
 - Ford and, 267–68
 - government agencies and, 264
 - in image advertisements, 152–53
 - political agendas and, 266
 - in supplemental educational materials (SEMS), 162–63, 270
 - in trade association campaigns, 272–75
- Grizzly Adams, 186
- Gross national product (GNP), 251
- Guilt, in appeals to activists, 295–96
- H
- Hansen, James, 261
- Harrison, E. Bruce, 261, 263–64
- Health insurance, private, 92
- Heth, Joice, 255
- Hill and Knowlton, 260
- Hinkley, Robert, 253
- "Honk if you love earth day" (cartoon), 66
- Hoover Foundation, 262
- Hornaday, William T., 183–84
- Horses, 193–94
- Housing, American, 89–90
- Human-animal relationships, 50, 178–79, 192
- Human development, nature and, 15
- Human imperialism, conservationism and, 32
- Humanitarians, and animal attitudes, 184
- Humans, in nature-based movies, 130–31
- I
- Idaho Conservation League, 293
- Ideologies
- see also Environmental ideologies
 - defined, 26
 - Eastern traditions, 51–55
 - ecofeminism, 46–48
 - Native American, 20–21, 29, 48–51
 - rights-based, 45
 - values-driven, 28, 37–40
 - Western, 29
- I Dreamed of Africa* (movie), 132
- Image advertising, 152–53, 263, 265, 266
- Industries
- see also specific corporations and industries
 - appropriation and commodification of nature by, 97–98, 146, 148, 171–72
 - automotive, 261–62
 - pesticide, 274
 - petroleum, 260–62
 - tobacco, 260
 - tourism, 134–35
- Information subsidies, 218–22, 303–4
- Insane asylums, 209, 211
- Insecticide, Fungicide, and Rodenticide Act Task Force, 274
- Insects, aversion to, 195
- Institutional actions, 300–301
- Institutional advertising, 152–53
- Institutional groups, 287–89
- Instrumentalism, 88–89
- Instrumentalism, unrestrained, 28, 30–31
- Interace, 252
- Interdependence, in Eastern traditions, 54–55
- Interface, 258
- Intrinsic value, 39, 41, 44
- Islands, constructed, 125
- J
- Jacobs, Jane, 250
- Japanese tradition, 54
- Journalistic norms, 226–27

Communicating Nature: How We Create and Understand Environmental Messages

by
Julia B. Corbett

Journalists, as "gatekeepers," 224–26
Judeo-Christian view of nature, 23–24

K

Keep America Beautiful, 266
Kellert, Stephen, 181, 189–93
Kennedy, Robert, on gross national product, 251
"Kill a Varmint, Help a Kid," 188
"Killing Cougar for Deer," 188–89
Kristol, Irving, 262
Kyoto Protocol, 261, 273

L

Land, in Native American ideologies, 50–51
Land-based ethics, 39–40
Landscapes, love affair with, 115–19
Last of the Mohicans, The (movie), 133
Lawns, love affair with, 117–18
Lawrence, Elizabeth, 196
Legends of the Fall (movie), 132–33
Leisure
 Aristotle on, 110
 commodification of, 109, 111–13, 146
 in history, 91
 in nature, as entertainment, 121–34
 vacations and authenticity, 136
 work and, 86–88, 91–92
Leopold, Aldo, 37, 39–40, 186
Lion King, The (movie), 134
Lippincott, J. Gordon, 96–97
Lippmann, Walter, 215, 224
L.L. Bean advertisement, 87
Lockwood, Randall, 197–98
Logic of desire, 99
Lopez, Barry, 186
Luntz, Frank, 266

M

Machiavelli, Niccolo, 259, 285
Manifest destiny, 22–23

Manipulation, 257
 see also Perception
 management; Propaganda
Marketing, defined, 149
Master narratives, 185
Mech, David, 186
Media
 see also News media
 and animals, 204–8
 bashing, 213
 interpretation of messages, 218
 power of, 216
 and representations of nature, 161
Menageries, 209
Mental institutions, 209, 211
Message environments, 58, 78–79
Message interpretation, 70, 218, 281, 289–90
Michaels, David, 261
Migratory Bird Treaty Act, 203
Milagro Beanfield War, The (movie), 132
Mimetic desire, 98
Moral extensionism, 37–39
Moral norms, 75
Morgan, C. Lloyd, 197
Morgan's Cannon, 197
Mother Earth metaphor, 48
Movies, and nature, 129–34, 259
Mowat, Farley, 186
Ms. magazine, 229
Muir, John, 35–36, 173–74
Murie, Adolph, 185–86
Murie, Olaus, 185–86

N

Naess, Arne, 44
Narcissism, in advertising, 166–67
National Federal Lands Conference, 282
National Park Service, 140–42, 185
National Ski Areas Association, 274
National Wetlands Coalition, 254–55
Native Americans
 coyotes and, 184
 ideologies of, 20–21, 29, 48–51
 and national parks, 142
 portrayal of, 24
 wolves and, 184

Communicating Nature: How We Create and Understand Environmental Messages

by
Julia B. Corbett

- Natural disasters, in nature-based movies, 131
- Natural Resources Defense Council (NRDC), 301
- Nature
- childhood experiences with, 14–16
 - in Chinese philosophy, 53–54
 - commodification of, 97–98, 109, 111–13, 121–25, 146, 148
 - cultural concept of, 4–6
 - direct experiences with, 15–16, 25
 - disconnection from, 171–73
 - intervention in, 202
 - Judeo-Christian view of, 23–24
 - media representations of, 161
 - in Native American ideologies, 49
 - opposition of, in Western culture, 21–22
 - preservationism, and value of, 36
 - restorative effects of, 17–18
 - as selling tool, 164–66
 - as sublime, 167–71
 - taming of, in advertisements, 169
 - work and play in, 102–7
- Nature-as-backdrop, 148–50, 166–71
- Nature-based movies, 129–34
- Nature-based tourism, 144
- Nature Company, The, 113
- Nature Conservancy, The, 42
- Nature Valley, 154
- Neoteny, 195–97
- Never Cry Wolf* (Mowat), 186
- New Ecological Paradigm Scale, 62–63, 64
- News frames
- categories of, 239–40
 - influence of, 240–41
 - influences on, 235, 238–39
 - meaning of, 236–37
- News media
- and advertising, 229
 - agenda setting by, 218
 - and animals, 204–6
 - attention span of, 224
 - bashing of, 213
 - communication with, 297–304
- News media (*Continued*)
- community self-interest and, 233–35
 - effect of coverage by, 218–19
 - and environmental groups, 298–99
 - environment as arena of coverage, 217
 - and events, 228–29
 - factors in coverage, 221–22
 - factors in decisions by, 223–24
 - information subsidies and, 218–22
 - phases of involvement in environmental issues, 300
 - and protest groups, 302–3
 - small town, 205–6
 - and social change, 241–45, 304
 - social control of, 225, 243–44, 246
- News stories
- see also Environmental stories
 - avenues for, 299–304
 - creation of, through action, 300–302
 - event-driven, 224, 228–29
 - fairness in, 226–27
 - framework of, 236–37
 - organizational structure of, 229–30
 - origins of, 218–19
 - as socially created products, 223
 - and social reality, 214–16
 - sources for, 221–22, 230–33, 254–55, 270–72
- News values, 227–28, 242, 298, 304
- Norms, defined, 74–75
- Norms, journalistic, 226–27
- Nurtured dissatisfaction, 96–97
- O
- Obsolescence, 96–97
 - Of Wolves and Men* (Lopez), 186
 - One-World Communication, 271–72
 - Open space, 118, 121
 - Opinions, and attitudes, 58, 70, 73
 - Oppression, ecofeminism and, 47
 - Origin of the Species* (Darwin), 200
 - Our Stolen Future* (Colborn), 301–2

Communicating Nature: How We Create and Understand Environmental Messages

by
Julia B. Corbett

- Outdoor recreation and consumption, 109, 111–12
Outdoor stores, theming in, 124
Out of Africa (movie), 132
- P
- Pandas, 196
Pantheism, 49
Paradigm change, 282–85
Parks, 119–21
Participation orientation, 310–11
Patagonia, 111–12
Patten, Simon, 96
People Do advertisements, 264–66
Perception management, 259–62
Personification, 198
Persuasion, 160, 258–60, 265, 277–78
Pesticide industry, and Endangered Species Act, 274
Petroleum industry, 260–62
Photography, and vacation memories, 139
Pilgrims and pilgrimages, 135–36
Pinchot, Gifford, 32
Place meanings, 17–18, 25
Planned behavior, theory of, 76
Planning, in public relations process, 256
Playing, in nature, 102–7
Political agendas and greenwashing, 266
Pop culture, 147–48, 176–78, 195, 203–4
Postcard images, 137–39
Predator-prey relations, 203
Predators, history of attitudes toward, 183–87
Preservationism, 28, 35–37, 43–44
Press agency, 255
Prince, The (Machiavelli), 259
Procter & Gamble, 162–63
Product life cycles, 101
Pro-environmental behaviors, 70–72
Profit motivate of corporations, 252
Project Evergreen, 117
Propaganda, 160–61, 255, 258–60
Propaganda (Bernays), 257
Protestant work ethic, 96
Protest groups, and news media, 302–3
Psychological elements in advertising, 173–74
Public information, 255–57
Public Opinion (Lippmann), 215
Public opinion research, 60–69
Public relations
as advocacy profession, 277–78
blame shifting, as strategy of, 267
business goals and, 250–54
criticism of industry, 247–48
defined, 247
environmental groups and, 278, 296–97
and front groups, 275–77
government agencies and, 249–50, 264
within organizations, 255–70
and perception management, 259–62
and persuasion, 257–60
process, four-step, 256
and spin, 262–70
strategies and tactics in, 267, 270–77
trade association campaigns and, 272–75
"wise use" groups and, 282–83
Public Relations Society of America, 258
- R
- Railroads, and national parks, 141
Reagan, Ronald, 12, 31
Reasoned persuasion, 265
Recreational facilities, 120–21
"Reduce, reuse, recycle" triangle, 103–4
Reductionism, ecofeminism and, 47
Reformist position, inconsistencies in, 202
Regan, Tom, 201
Relational ethics, ecofeminism and, 47
Relationships, ecological sensibility and, 42
Religion, in Native American ideologies, 49

Communicating Nature: How We Create and Understand Environmental Messages

by
Julia B. Corbett

- Republicans, and wise use groups, 283
- Research, in public relations process, 256
- Resource mobilization theory, 305
- "Responsible Care" campaign, 272–73
- Re-use, 104
- Rights-based ideologies, 38–39, 45
- River Wild, The* (movie), 131
- Rockefeller, John D., Sr., 255
- Roosevelt, Theodore, 32, 184
- Royal Caribbean Cruise Lines, 263
- S
- Sagebrush Rebellion, 282
- Sale, Kirkpatrick, 57
- Salt Lake City, Utah, 1
- Science, and communicating nature, 130, 197, 260–62, 275
- Secured placement, of VNRs, 272
- Self-efficacy, and behavior, 76–77
- Self-identity, nature and, 17–18, 52
- Self-interest, 33, 82, 166–67, 233–35, 311
- Self-monitoring, and behavior, 75
- Self-realization, deep ecology and, 44
- Self-reports, in attitude measurement, 68–69
- Self-worth, work and, 88
- SEMS. *see* Supplemental educational materials (SEMS)
- Sense of place, 16–20, 25
- Sessions, George, 44
- Shea, Pat, 31
- Shell advertising campaign, 264
- Shintoism, 53–54
- Shopping malls, themed, 124–25
- Shor, Juliet, 89–90
- Sierra Club, 35–36, 288
- Silent Spring* (Carson), 296
- SLAPPs, 282
- Sleeper effect, in advertising, 171–72
- Smart growth, 118
- Smokey Bear, 186
- Snail darters, protection of, 38
- Snyder, Gary, 14
- Soap operas, purpose of, 159
- Social-altruistic value orientation, 70
- Social change
see also Environmental change communication and, 208, 306–11
ecofeminism and, 47
and formalized groups, 288–89
irony in process, 305–6
news media and, 241–45
social control and, 285
- Social control
of news media, 225, 243–44, 246
and social change, 285
and social protest, 302–3
- Social costs, 45
- Social ecology, 45–46
- Social groups, and consumption, 99–100
- Social justice, 45
- Social movements, 286–89, 304–6
- Social norms, 74–75
- Social paradigms, 282–85
- Social protest, 302–3
- Social reality, news and, 6, 214–16, 245
- Social responsibility, corporations and, 252
- Social structure, 30, 45, 238–39
- Society of Environmental Journalists (SEJ), 220
- Source-instigated news, 219, 221–22, 254–55, 270–72
- Southern Utah Wilderness Alliance, 294, 297–304
- Spin, 254–55, 262–70, 277–78
- Spiral of silence, 218
- Standing Bear, Luther, 48
- Status quo
frames, 239–40, 240–41
news media and, 242–45
- Stegner, Wallace, 12
- Stewardship, conservationism and, 34
- Stonyfield Farms, 252
- Story frames. *see* News frames
- Strategies, in public relations, 256, 270–77
- Sublime scenes, in advertisements, 167–71
- Sundance Catalog, 112–13

Communicating Nature: How We Create and Understand Environmental Messages

by
Julia B. Corbett

Supplemental educational materials
(SEMS), 162–63, 270
Sustainability, 33, 144
Sustainable Slopes, 274–75
Systems of Survival (Jacobs), 250

T

Tactics, communication, 291–304
Tactics, in public relations, 256,
270–77
Taoism, 52–54
Television, and leisure in nature,
125–34
Telos, criterion of, 39–42, 54
Themed environments, 124–25
Themes, for nature-based movies,
129–34
Theming, principle of, 123
Theory of planned behavior, 76
Think tanks, and perception
management, 262
Thoreau, Henry David, 110–11
Tobacco industry, 229, 260
Tourism

advertisements, 177
development of, 139–42
experiences, 142–43
industry, 134–35
and leisure in nature, 109
nature-based, 144–45
publicity of, 136–37

Tourists, management of, 142–43
Toyota, 268
Trade association campaigns, 272–
75
Tragedy of the commons metaphor,
77
Trahant, Mark, 184–85
Transformative ideologies, 28, 41,
46–48, 51–55
Tribal ways, in nature-based
movies, 133
Truth in advertising, 154

U

Unrestrained instrumentalism, 28,
30–31
Upper-class interests, 285
Urbanization, and attitudes toward
predators, 187

Urban sprawl, 118
U.S. Council for Energy Awareness,
153
U.S. Department of Agriculture, 187,
271
U.S. Department of Interior, 271
U.S. Forest Service, 264, 271–72

V

Vacations, 136–39
Values
and behavior, 73–74, 82
characteristics and, 42
defined, 58, 73
and ideologies, 28, 37–40
and influences upon attitude, 70
toward animals, 190
Veblen, Thorstein, 99
Vegetarians, 184
Video news releases (VNR), 222,
270–72
VNR. *see* Video news releases
(VNR)
Vocabulary of environmental
awareness, 58–59

W

Waste poundage, personal yearly,
101
Watchdog concept of journalists,
242–44
Water, bottled, 7
Watt, James, 31
Weather, 114–15
Weber, Max, 96
Web sites, in member
communication, 294
Western ideologies, 29
White, Lynn Jr., 23–24
Wilderness, 5, 22, 35–36
Wildlife, 127–28, 179, 181, 204–6,
234
see also Animals
Williams, Terry Tempest, 35
Wilson, Alexander, 129–30, 143
Wilson, Edward O., 200
Wise Use Movement, 31, 282–83
Wolf, The (Mech), 186
Wolves, 183, 187, 194

Communicating Nature: How We Create and Understand Environmental Messages

by
Julia B. Corbett

Work

and consumerism, 85
environmental consequences of,
104–5
and leisure, 86–88, 91–92
meaning of, 88–92
and nature, 102–3, 106–7
Work-and-spend cycle, 90–91
Worker productivity, 91
Work ethic, 96

World Project, The, 125
Wyoming Outdoor Council, 293–94
Wyoming tourism advertisement,
177

Y

Yellowstone National Park, 141
Young, R. V. Jr., 30

Z

Zoos, 208–11
Zoo visitors, and animal knowledge,
192